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IN THE CLAIMS

Please consider the claims as follows:

1. (currently amended) A method, comprising the steps of:

establishing, by a cable television system operator, a resource lease with each of at least one content provider, each content provider storing at least some of a plurality of video assets within said a leased resource at at least one cable television system operator location, said leased resource comprising a memory resource, wherein said resource lease determines a size of at least one partition assigned to said at least one content provider;

fulfilling subscriber requests for available content stored at the at least one cable television system operator location, said fulfilling comprising providing said subscriber requests to said subscribers over a cable television delivery system;

generating usage statistics and content-centric data, wherein said usage statistics comprise data relating to operation of said leased resource and said content-centric data comprises data related to consumption of content;

providing said usage statistics and content-centric data to said at least one content provider;

selecting, according to said at least one content provider, which video assets are stored in said leased resource;

at least one of increasing and decreasing a capacity of said memory resource in response to said usage statistics; and

adapting the content in the at least one partition based on said usage statistics and content-centric data.

2. (original) The method of claim 1, further comprising the steps of:

generating service-centric data; and

adapting service operation according to said usage statistics and said service-centric data.

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3. (cancelled)
4. (original) The method of claim 1, further comprising the step of:
remitting compensation to said at least one content provider in response to said usage statistics.
5. (original) The method of claim 4, wherein said remitted compensation is offset by the value of said lease.
6. (original) The method of claim 1, wherein said leased resource is adapted in response to said usage statistics.
7. (cancelled)
8. (currently amended) A method, comprising the steps of:
assigning according to a resource lease, by a cable television system operator to each of a plurality of content providers, content management responsibilities for respective cable television system operator resources, said cable television system operator resources comprising a memory resource, wherein said resource lease determines a size of at least one partition assigned to said at least one content provider;
fulfilling subscriber requests for video assets stored in said respective cable television system operator resources, said fulfilling comprising providing said subscriber requests to said subscribers over a cable television delivery system;
generating usage statistics and content-centric data and providing said usage statistics and content-centric data to at least one content provider, wherein said usage statistics comprise data relating to operation of said cable television system operator resources and said content-centric data comprises data related to consumption of content;

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selecting, in response to information provided by said content providers, which video assets are stored within said respective cable television system operator resources; and

at least one of increasing and decreasing a capacity of said memory resource in response to said usage statistics; and

adapting the content in the at least one partition based on said usage statistics and content-centric data.

9. (original) The method of claim 8, further comprising the steps of:

generating service-centric data; and

adapting service operating according to said usage statistics and said service-centric data.

10. (cancelled)

11. (previously presented) The method of claim 8, further comprising the step of:

remitting compensation to said at least one content provider in response to said usage statistics, wherein said remitted compensation is offset by the value of a lease.

12. (previously presented) The method of claim 11, comprising:

defining rules for said video assets according to said content provider, said rules comprising pricing rules for said video assets;

providing said rules from said content provider by a signal path to a controller at said cable television system operator location;

and wherein the fulfilling step comprises:

fulfilling subscriber requests for available content stored at the at least one cable television system operator location according to said rules.

13. (currently amended) Apparatus coupled to a plurality of subscribers and to content suppliers, the apparatus comprising:

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a server complex, at a cable television system operator location, comprising a plurality of partitions, each of said partitions storing video assets provided by respective content suppliers, wherein a size of each one of said plurality of partitions assigned a respective content supplier is determined by a resource lease; and

a controller configured for: (i) controlling distribution of said video assets through a cable television delivery system, (ii) providing usage statistics and content-centric data to said content suppliers, wherein said usage statistics comprise data relating to operation of said server complex and said content-centric data comprises data related to consumption of content, (iii) selecting which of said video assets are stored in said respective partitions in response to said content suppliers, (iv) at least one of increasing and decreasing a capacity of at least one partition in response to said usage statistics; and (v) adapting the content in the at least one partition based on said usage statistics and content-centric data.

14. (previously presented) The apparatus of claim 13, wherein content suppliers provision respective server complex partitions according to rules implemented by said controller.

15. (original) The apparatus of claim 14, wherein said rules define at least one of a navigation parameter, a promotion parameter and a packaging parameter of said video assets provided by said content suppliers.

16. (original) The apparatus of claim 13, wherein said server complex partitions are leased by said content suppliers.

17. (original) The apparatus of claim 13, wherein said server complex partitions are auctioned to said content suppliers.

18. (cancelled)

19. (previously presented) The apparatus of claim 13,

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wherein and said controller is coupled by a signal path to said content provider, said signal path providing rules from said content provider to said controller, said rules defined according to said content provider and comprising pricing rules for said video assets; and wherein said controller is capable of distribution of said video assets according to said rules.

20-21. (cancelled)

22. (previously presented) The method of claim 1, comprising:
defining rules for said video assets according to said content provider, said rules comprising pricing rules for said video assets;
providing said rules from said content provider by a signal path to a controller at said cable television system operator location;
and wherein the fulfilling step comprises:
fulfilling subscriber requests for available content stored at the at least one cable television system operator location according to said rules.

23. (previously presented) The method of claim 1, wherein said leased resource comprises at least a portion of a server complex having a plurality of resource partitions, the method comprising:
migrating content assets between resource partitions according to said usage statistics.

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